**Text 3**

①In his book *The Tipping Point*, Malcolm Gladwell argues that “social epidemics” are driven in large part by the actions of a tiny minority of special individuals, often called influentials, who are unusually informed, persuasive, or well connected. ②The idea is intuitively compelling, but it doesn’t explain how ideas actually spread.

在*The Tipping Point*这本书中，Malcolm Gladwell 声称“社交传播”绝大部分由少数特殊的个体行为所驱动，经常把这些人称为有影响力的人，他们通常见多识广，有说服力，有人脉。这个观点直觉上令人信服，但是它没能真正解释观点是如何传播的。

minority少数派

①The supposed importance of influentials derives from a plausible-sounding but largely untested theory called the “two-step flow of communication” : Information flows from the media to the influentials and from them to everyone else. ②Marketers have embraced the two-step flow because it suggests that if they can just find and influence the influentials, those select people will do most of the work for them. ③The theory also seems to explain the sudden and unexpected popularity of certain looks, brands, or neighborhoods. ④In many such cases, a cursory search for causes finds that some small group of people was wearing, promoting, or developing whatever it is before anyone else paid attention. ⑤Anecdotal evidence of this kind fits nicely with the idea that only certain special people can drive trends.

所谓有影响力人士的重要性起源与一个不太确定的理论，大量的未经证实的学说将这个理论称之为“交流传播的两个步骤”：信息从媒体流向有影响力的人，然后从这些人流向其他人。商家们已经接受这套理论，因为按照这套理论，如果他们能够找到和影响那些有影响力的人，这些人就会为商家做很多事。这个学说似乎能够解释一些着装风格，品牌，地段的令人意外的突然流行。在很多案例中，草率的调查发现一小部分人穿着、促进、发展一些其他人没有注意的东西。奇闻逸事也完美符合这个观点，一些特殊的人能够推动大众趋势。

supposed 认为

importance of …的重要性

derives from 从…获得

certain 某个

cursory 草率的

①In their recent work, however, some researchers have come up with the finding that influentials have far less impact on social epidemics than is generally supposed. ②In fact, they don’t seem to be required at all.

一些研究人员在最近的研究中发现，这些有影响力的人对社会流行潮的影响远比通常认为的要小得多。事实上，他们似乎根本不是必须的。

come up with找到答案

①The researchers’ argument stems from a simple observation about social influence: With the exception of a few celebrities like Oprah Winfrey—whose outsize presence is primarily a function of media, not interpersonal, influence—even the most influential members of a population simply don’t interact with that many others. ②Yet it is precisely these non-celebrity influentials who, according to the two-step-flow theory, are supposed to drive social epidemics, by influencing their friends and colleagues directly. ③For a social epidemic to occur, however, each person so affected must then influence his or her own acquaintances, who must in turn influence theirs, and so on; and just how many others pay attention to each of *these* people has little to do with the initial influential. ④If people in the network just two degrees removed from the initial influential prove resistant, for example, the cascade of change won’t propagate very far or affect many people.

研究人员的争论基于社会流行潮的一个简单观察：有一些名人，例如Oprah Winfrey，他巨大的影响力来自媒体影响，而不是人际交往影响。即使是那些有影响力的人似乎也不会和很多人交流。根据两级传播学说，通过直接影响他们的朋友和亲戚去驱动社会潮流的人是这些被认为是非名人有影响力的人。然而，对于一个社会潮流的发生，每一个被影响的人必须影响他们的朋友和他的亲戚，这些亲戚朋友必须影响他们的亲戚朋友，如此持续下去；有多少关注在这些人身上，是初始影响者无能为力的。如果在这个网络中距离初始影响者仅第二层的人表现出无动于衷，那么这个影响的瀑布不会传播太远也不会影响很多人。

stems from ：基于

presence 突显自己，发挥作用

removed from 距离

①Building on the basic truth about interpersonal influence, the researchers studied the dynamics of social influence by conducting thousands of computer simulations of populations, manipulating a number of variables relating to people’s ability to influence others and their tendency to be influenced. ②They found that the principal requirement for what is called “global cascades” —the widespread propagation of influence through networks—is the presence not of a few influentials but, rather, of a critical mass of easily influenced people.

基于人际影响的基础事实，研究者通过数百次计算机模拟，用一系列关于人影响能力和被影响意愿的参数，动态的模拟了社会影响。他们发现对于“全球瀑布”的主要需求不是少量的有影响力的人，而是大量的关键的容易被影响的人。

critical ：关键的，必不可少的

第一段：社会风潮由小部分人驱动是不对的。

第二段：介绍大众认为的错误的观点。

第三段：研究人员发现那些所谓的有影响力的人，似乎不重要。

第四段：举例论证。

第五段：实验论证。

31. By citing the book *The Tipping Point*, the author intends to

[A] analyze the consequences of social epidemics.

[B] discuss influentials’ function in spreading ideas.

[C] exemplify people’s intuitive response to social epidemics.

[D] describe the essential characteristics of influentials.

32. The author suggests that the “two-step-flow theory”

[A] serves as a solution to marketing problems.

[B] has helped explain certain prevalent trends.

[C] has won support from influentials.

[D] requires solid evidence for its validity.

33. What the researchers have observed recently shows that

[A] the power of influence goes with social interactions.

[B] interpersonal links can be enhanced through the media.

[C] influentials have more channels to reach the public.

[D] most celebrities enjoy wide media attention.

34. The underlined phrase “*these people*” in Paragraph 4 refers to the ones who

[A] stay outside the network of social influence.

[B] have little contact with the source of influence.

[C] are influenced and then influence others.

[D] are influenced by the initial influential.

35. What is the essential element in the dynamics of social influence?

[A] The eagerness to be accepted.

[B] The impulse to influence others.

[C] The readiness to be influenced.

[D] The inclination to rely on others.